



The Best of Oregon

CITY of BEAVERTON

NEWS RELEASE

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CITY OF BEAVERTON PARTICIPATES IN WORLD WILDLIFE FUND'S EARTH HOUR

- Cities around the world will go dark for one hour during Earth Hour -

BEAVERTON, Ore. —The city of Beaverton will go dark for one hour during World Wildlife Fund's (WWF) Earth Hour on Saturday, March 23 starting at 8:30 p.m. Earth Hour is WWF's annual campaign to raise awareness of the world's environmental challenges.

"Earth Hour is a simple way to raise awareness about our changing world," said Mayor Denny Doyle. "It's easy to forget that our everyday activities, such as daily electricity use, can affect our environment. This is something our community cares about and by participating in this event, Beaverton reaffirms its commitment to protecting our planet. I encourage everyone to be a part of this global effort."

Beaverton will turn off all non-essential lights in and around its government buildings. Beaverton will also participate in the Earth Hour City Challenge. The City Challenge involves incorporating sustainable practices into city operations and planning, focusing on the planet's health every day throughout the year.

The city's sustainability efforts have been nationally recognized by various organizations—from the U.S. Conference of Mayors to the Environmental Protection Agency. The city continues to find new ways to create a more vibrant and livable community and make long-standing changes to support sustainable actions.

On March 25, the city will be launching the first of four Community Sustainability Forums to start a community education and planning process, as part of Earth Hour City Challenge. Please visit www.BeavertonOregon.gov/Sustainability for more details.

Earth Hour began as a single-city initiative—in Sydney, Australia—in 2007 and has since grown into a global movement. Last year, more than 7,000 cities and towns in 152 countries/territories across every continent switched off their lights. This made history as the world's greatest ever environmental action. Some of the world's most famous man-made marvels and natural wonders, including China's Forbidden City, the Eiffel Tower, Brazil's Christ the Redeemer statue, and Niagara Falls have stood in darkness as symbols of this landmark environmental action.

For more information about WWF's Earth Hour or the Earth Hour City Challenge, please visit <http://WorldWildlife.org/EarthHour>.

Beaverton enjoys one of the most diverse populations among Oregon cities. Most recently, the city was awarded the **2012 Mayors' Climate Protection Award** from the U.S. Conference of Mayors. It was one of just four cities of its size recently recognized as a "**Smarter City**" **energy leader by the Natural Resources Defense Council** and **one of the 100 Best Places to Live in America** by *Money* magazine. In addition, Beaverton has been named **one of the safest cities in the Pacific Northwest** since 2007, as one of the **best places to raise kids** by *BusinessWeek* magazine, an **All-America City finalist**, as **one of the top 25 Suburbs for Retirement** by *Forbes.com*, **one of the 100 Best Walking Cities in America** by *Prevention* magazine, the **Recycler of the Year** from the Association of Oregon Recyclers, a **Tree City USA** by the Arbor Day Foundation, a **Bronze Award Bicycle Friendly Community** designation by the League of American Bicyclists and as one of the Environmental Protection Agency's **Green Power Communities**, the Beaverton Community Vision program was named **Public Involvement Project of the Year—Best Planning Project** by the International Association of Public Participation (IAP2) Cascade Chapter. For more information, please visit www.BeavertonOregon.gov or follow us on Facebook at www.facebook.com/CityofBeaverton.

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